

RGC Ref. No.: UGC/IIDS14/B04/16 _____ (please insert ref. above)

**RESEARCH GRANTS COUNCIL
COMPETITIVE RESEARCH FUNDING SCHEMES FOR
THE LOCAL SELF-FINANCING DEGREE SECTOR**

INTER-INSTITUTIONAL DEVELOPMENT SCHEME (IIDS)

Completion Report
(for completed projects only)

<p><u>Submission Deadlines:</u></p> <ol style="list-style-type: none"> 1. The unspent balance, if applicable, and auditor's report: within six months of the approved project completion date. 2. Completion report: within 12 months of the approved project completion date.

Part A: The Project and Investigator(s)

1) Project Title

The Bright Side and Dark Side of Consumer Ethics 消費者道德兩面睇

2) Investigator(s) And Academic Department(s) / Unit(s) Involved

Research Team	Name / Post	Unit / Department / Institution
Principal Investigator	Dr. LO Lawrence Wing-to / Assistant Professor	Department of Marketing / Hang Seng Management College
Co-Principal Investigator(s)	Dr. CHAN Haksin / Associate Professor Dr. TANG Felix Tzu-lung / Associate Professor Dr. YEUNG Karen Kwan-yu / Senior Lecturer	Department of Marketing / Hang Seng Management College
Co-Investigator(s)	NA	NA
Others	NA	NA

3) Project Duration

	Original	Revised	Date of RGC / Institution Approval

			<i>(must be quoted)</i>
Project Start Date	1 Jan 2017	NA	
Project Completion Date	31 Oct 2017	NA	
Duration (<i>in month</i>)	10	NA	
Deadline for Submission of Completion Report	31 Oct 2018	NA	

Part B: The Final Report**5) Collaboration With Other Self-Financing Degree-Awarding Institutions**

Collaborating Self-Financing Institution	% of Participation	Distinctive Element(s) that the Institution is Responsible for the Project
NA	NA	NA

6) Project Objectives**6.1 Objectives as per original application**

The overarching purpose of the proposed symposium is to establish a research tradition in consumer ethics among Hong Kong tertiary institutions. Four specific objectives underlie the overarching purpose:

- 1. Facilitate exchange of experience and best practices between scholars, business practitioners, and policy makers in an open forum on consumer ethics.*
- 2. Stimulate development of new research ideas on consumer ethics and its possible interactions with business ethics.*
- 3. Enhance collaboration between local and overseas academics on consumer ethics research.*
- 4. Disseminate research findings and insights to scholars, business practitioners, and policy makers in the field of consumer ethics.*

6.2 Revised objectives NA

Date of approval from the RGC: _____

Reasons for the change: _____

- 1.
- 2.
3.

6.3 Realisation of the objectives

(Maximum 1 page; please state how and to what extent the project objectives have been achieved; give reasons for under-achievements and outline attempts to overcome problems, if any)

The symposium has established a research tradition in consumer ethics among Hong Kong tertiary institutions to a certain extent; this can be evident through the achievements in the following four specific objectives.

1. The symposium has facilitated exchange of experience and best practices between scholars, business practitioners, and policy makers in an open forum on consumer ethics. Insightful ideas and views have been exchanged. 117 participants attended the symposium.
2. The symposium has stimulated development of new research ideas on consumer ethics and its interactions with business ethics. During the discussion sections in key note presentations, speakers showed interests to integrate new research ideas in their future research. During the panel discussion sections, practitioners appreciated to have obtained insights generated and showed interests to apply new ideas in future business operations. The discovery of nuanced interactions between consumer ethics and business ethics was deemed as particularly important.
3. The symposium has enhanced collaboration between local and overseas academics on consumer ethics research. Devoted to consumer ethics, the PI and Co-PIs, successfully had organized a special session in American Marketing Association (AMA) Marketing Educators' Conference, a prestigious international marketing conference. In this conference, five of the speakers in the symposium had also presented their research projects on consumer ethics.
4. The symposium has disseminated research findings and insights to scholars, business practitioners, and policy makers in the field of consumer ethics. The PI and Co-PIs, collaborated with an SSCI journal Asia Pacific Journal of Marketing and Logistics (APJML), had successfully organized a special issue devoted to consumer ethics. One of the Co-PIs is appointed as Guest Editor in the special issue. This special issue extends the advocacy of research on consumer ethics.

Besides, the PI and Co-PIs had presented two conference papers the AMA conference, and one conference paper in Global Marketing Conference, both are prestigious international marketing conferences. One journal paper, titled "Consumer Ethics: Insights from Business Professionals", is under review by APJML.

6.4 Summary of objectives addressed to date

Objectives	Addressed <i>(please tick)</i>	Percentage Achieved <i>(please estimate)</i>
1. Facilitated exchange of experience and best practices between scholars, business practitioners, and policy makers in an open forum on consumer ethics. Insightful ideas and views have been exchanged.	✓	100%
2. Stimulated development of new research ideas on consumer ethics and its possible interactions with business ethics	✓	100%
3. Enhanced collaboration between local and overseas academics on consumer ethics research.	✓	100%
4. Disseminated research findings and insights to scholars, business practitioners, and policy makers in the field of consumer ethics	✓	100%

6.5 Project progress

Original Implementation Schedule	Revised Implementation Schedule (Date of RGC's Approval)	Updated Progress
Recruitment of coordinator and helpers	NA	Completed
Confirmation of keynote speakers & guests	NA	Completed
Issuing call for paper	NA	Completed
Design & Printing of promotional material (e.g. poster)	NA	Completed
Promotion of the symposium and recruitment of participants	NA	Completed
Final confirmation of logistics for speakers, and other arrangement	NA	Completed
Editing and printing of publications for the symposium	NA	Completed
Sending confirmation to the participants	NA	Completed

6.6 Speaker(s)

Title / Name (Surname in Capital Letters)	Post / Institution	Title / Topic of Presentation / Course	Previous Research Links with Hong Kong Institutions (Nature and Date (Month / Year))
Professor Judy ZAICHKOWSKY	Professor of Marketing, Simon Fraser University (Canada)	The Ethics of Cultural Erosion through Retail Globalization	<i>Nil</i>
Professor Ian PHAU	Professor of Marketing, Curtin University (Australia)	"Good Artists Copy. Great Artists Steal": The Art and Ethics of Counterfeiting	<i>Nil</i>
Professor Robin SNELL	Professor of Management, Lingnan University (Hong Kong)	Understanding Environmentally Motivated Purchasing Intentions	Currently employed at Lingnan University
Professor Fue ZENG	Professor of Marketing & Tourism Management at Wuhan University (PR China)	The Developmental Process of Unethical Consumer Behaviors	Visiting scholar at Business School of City University of Hong Kong 7/07-7/08 and 7/09-12/10
Professor Michael HUI	Choh-ming Li Professor of Marketing at the Chinese University of Hong Kong (Hong Kong)	Altruism and Sustainable Consumption	Currently employed at the Chinese University of Hong Kong
Dr. Alex TSANG	Associate Professor of Marketing, Hong Kong Baptist University (Hong Kong)	Supporting Small Retailers: Consumers' Pro-Social Motives and the Moderating Role of Political Affiliation Congruity	Currently employed at Hong Kong Baptist University
Dr. Ho-Yan KWAN	Lecturer of Marketing, Hong Kong Baptist University (Hong Kong)	The Insurance Value of Corporate Social Responsibility in the Context of Co-Creation Service Failure	Currently employed at Hong Kong Baptist University
Dr. Felix TANG	Associate Professor of Marketing,	Service-learning and Consumer Ethics	Currently employed at Hang Seng Management College

	Hang Seng Management College (Hong Kong)		
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6.7 Please provide details of the activities organized, including the theme / objectives of the activities, targeted participants, attendance, analysis of participants, e.g. country of origin, research background, etc., evaluation forms of the activities and a summary of the participants' evaluation. (Photos of the activities are preferred.)

A two-day symposium titled 'The Bright Side and Dark Side of Consumer Ethics' was held on 8-9 June 2017. This symposium allowed interested researchers, practitioners, and policy makers to share experiences, generate new insights, and conceive plans for collaboration.

Eight scholars from Australia, Canada, Mainland China, and Hong Kong presented newest research on such pertinent topics as cultural erosion, counterfeiting, development process of consumer ethics, sustainable consumption, environmentally motivated purchase, corporate social responsibility, pro-social motives to support small retailers, and service learning. In addition, senior executives and seasoned entrepreneurs from major corporations and SMEs in Hong Kong shared their insights and best practices in several practitioner panels.

117 participants attended the symposium. A total of 32 evaluation forms were collected, in which 94% of respondents evaluated the symposium as Excellent or Good. Regarding the contents of the symposium, such as the usefulness and relevancy, the material presented by speakers, 84% of respondents evaluated as Strongly Agreed or Agreed. Regarding the logistics of the symposium, such as catering, facilities and symposium date, 91% of respondents evaluated as Strongly Agreed or Agreed. Participants, in general, commented that the symposium was timely, useful and well-organized. The PI and Co-PIs are glad to receive such positive feedbacks.

Hang Seng Management College

Symposium - The Bright and Dark Side of Consumer Ethics**8 & 9 June 2017**Evaluation Form

Thank you for your participation in the symposium. Grateful if you can spare some time to share your opinions with us.

- | | | |
|-----------|--------------------------------------|---------------------------------------|
| 1. I am a | <input type="radio"/> HSMC member | <input type="radio"/> non-HSMC member |
| | <input type="radio"/> Academic staff | <input type="radio"/> Academic staff |
| | <input type="radio"/> Students | <input type="radio"/> Students |
| | <input type="radio"/> Others | <input type="radio"/> Others |

- | | Excellent | Good | Average | Poor | Very Poor | |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 2. Overall, how would you rate the symposium? | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | |
| | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree | Not Applicable |
| 3. The symposium was relevant and useful. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 4. I gained new and beneficial knowledge about the topics. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 5. The materials presented were informative and understandable. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 6. The presenters were knowledgeable about the topics. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 7. The interactions with the presenters were adequate. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 8. The panel discussions met my expectation. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 9. The symposium was organized and easy to follow. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 10. The duration of the symposium was appropriate. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 11. I was satisfied with the facilities. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 12. The quality of catering was good. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 13. The date of the symposium was convenient. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

14. The topics that I would like to be included / excluded in future events:

15. Other suggestions/comments (if any):

Thank you very much for your comment! Hope to see you again in our future events.

Photos of the various activities in the symposium:



Prof. Michael HUI (CUHK) and Prof. Simon HO (HSMC)



Prof. Judy ZAICHKOWSKY (Simon Fraser University) exchanging views with Prof. Robin SNELL (Lingnan University)



Prof. Ian PHAU (Curtin University) presenting his research project



Dr. Lawrence LO (HSMC) presenting souvenir to Prof. Fue Zeng (Wuhan University)



Speakers, practitioners and participants in the symposium



Prof. Y.V. HUI (HSMC) (Left 1), Prof. Ian PHAU (Curtin University) (Right 1), Prof. Judy ZAICHKOWSKY (Simon Fraser University) (Right 3) and other participants in a dinner



Dr. Lawrence LO (HSMC) and other panelists in a practitioner sharing session



Group photo of speakers, participants and HSMC staff

7) Research-Related Outcome

7.1 Potential for development into research proposal and the proposed course of action (Maximum half a page)

As elaborated in sections 6.3, 7.2 and 9, the PI and Co-PIs successfully completed several research-related activities on consumer ethics. In prestigious international marketing conferences and journal, two conference papers were presented, one journal paper is under review, one special session, and one special issue were organized.

These outputs demonstrated the PI and Co-PIs' fruitful contribution in relationship to this symposium, it is promising that further development into research proposal and related course of action will be made in near future, paving ways to advocate the study of consumer ethics and applications of related recommendations for industry practitioners.

7.2 Research collaboration achieved (Please give details on the achievement and its relevant impact)

The PI and Co-PIs successfully had organized a special session in American Marketing Association (AMA) Marketing Educators' Conference, a prestigious international marketing conference. In this conference, five of the speakers in the symposium presented their research projects on consumer ethics. With this special session, the PI and Co-PIs had successfully built an international network with scholars around the world, advocated more research fellows to pay more attention to the topic consumer ethics, and most importantly promoted the competent and socially-responsible image of Hong Kong scholars via our endeavors in investigating consumer ethics.

The PI and Co-PIs, collaborated with an SSCI journal, Asia Pacific Journal of Marketing and Logistics (APJML), had also successfully organized a special issue devoted to consumer ethics. One of the Co-PIs is appointed as Guest Editor in the special issue. The special issue will be published in late 2018 or early 2019. There are in total twenty original manuscripts submitted, three of them were accepted, and eleven were rejected. For the rest, two manuscripts are under the third-round revision and are likely be accepted.

This special issue extends the advocacy of research on consumer ethics. In this achievement, the PI and Co-PIs had made another academic contribution by calling for advanced research efforts to journal level; scholars are endeavoring at a higher level to examine this socially-impactful yet under-researched topic. Conceivably, the PI and Co-PIs' contributions in organizing special sessions in international conference and special issue in reputable journal could encourage other research fellows to expand the advocacy work to a wider coverage in academic world.

7.3 Any new development and/or challenging research topic(s) has / have been identified and any new initiative(s) for future research has / have been inspired.

Consumer ethics is undoubtedly a topic relevant to social issues and well-being. Considered the potential social impacts of consumer ethics on societies, the PI and Co-PIs, by holding the consumer ethics symposium, had successfully aroused attentions from scholars and practitioners to rethink and revamp theories and practical strategies in consumer ethics. To extend the philosophy in making contributions to societies, the PI and Co-PIs diverted research direction to other areas, which also have noteworthy social impacts. In 2017, the PI and Co-PIs submitted a proposal titled "Managing and Marketing Disruptive Innovation: A Hospitality Perspective" (UGC/IIDS14/B01/18).

As stated in this proposal, disruptive innovation is a process through which a disruptive product alters a market, occasionally to the point of upending existing companies or industries (Christensen, 2006); there is a rapid rise of “sharing economy” or “collaborative consumption” activities in major hospitality service sectors. Uber is a typical disruptive innovation example in transportation illustrates its influence on different stakeholders; if not properly managed will disrupt industrial and social order. As evidenced, Yellow Cab, one of the largest cab companies in San Francisco, filed for bankruptcy in 2016. While in Hong Kong, Uber has also caused significant business and social conflicts, inevitably leading to legal disputes (SCMP, 2017).

Both consumer ethics and disruptive innovation are topics that clearly bear social impacts and yet under-researched. In this consideration, the PI and Co-PIs may continue to plan more research activities on topics with high social impacts, with an aim to call for more attentions to unsolved and important social issues in the future.

8) The Layman’s Summary

(Describe in layman’s language the nature, significance and value of the research activities, in no more than 200 words)

Conceivably, consumer ethics affect business operations and consumption. On the dark-side, there are diverse aspects of consumer ethics, such as counterfeit consumption, shoplifting, and consumer terrorism. On the bright-side, advocacy in green consumption or support for fair trade has been calling for higher ethical standards of consumers. Given the significant implications of consumer ethics, this important topic has not received more attention in the academic and the business circles.

To advance theory and inform practice, we obtained government funding for holding a two-day symposium on consumer ethics in 2017. This symposium facilitated intellectual exchange among researchers, practitioners, and policy makers; as a result, new insights and plans for collaboration have been generated, and 117 participants attended the symposium. Experts in the field presented their research at the symposium, including the topics of consumer ethics in relation to culture, counterfeiting, developmental process, sustainable consumption, environmentally motivated purchase intentions, corporate social responsibility, pro-social motives to support small retailers, and service learning. Devoted to consumer ethics, we organized a special session and submitted a conference paper to an international marketing conference, and we also extended a call for papers for a special issue devoted to consumer ethics in a graded academic journal.

Part C: Research Output**9) (a) Recognized Conference(s) Paper(s) Related To This Project Was / Were Delivered**
(As Applicable) (Please attach a copy of each conference abstract)

Month / Year / Place	Title	Conference Name	Submitted to RGC (indicate the year ending of the relevant progress report)	Attached to this Report (Yes or No)	Acknowl- edged the Support of RGC (Yes or No)
August / 2017 / San Francisco, U.S.	The Dark Side and Bright Side of Consumer Ethics	2017 Summer American Marketing Association Marketing Educators' Conference	No	Yes (Annex I)	Yes
July / 2018 / Tokyo, Japan	Conspicuous Green Purchase intention: The Mediating Role of Consumer Ethics and Conspicuous Consumption	2018 Global Marketing Conference at Tokyo	No	Yes (Annex II)	No (Funded by HSMC)

(b) Peer-Reviewed Journal Publication(s) Related to This Research Project

The Latest Status of Publications	Author(s) (denote the corresponding author with an asterisk*)	Title and Journal / Book (with the volume, pages and other necessary publishing details specified)	Submitted to RGC (indicate the year ending of the relevant progress report)	Attached to this Report (Yes or No)	Acknowledged the Support of RGC (Yes or No)	Accessible from the institutional repository (Yes or No)
Under review	Lo, Lawrence W.T.* Chan, Haksin Tang, Felix Yeung, Karen K.Y.	“Consumer Ethics: Insights from Business Professionals”, <i>Asia Pacific Journal of Marketing and Logistics</i>	No	Yes (Annex III)	No (No funding required)	No

(c) Other Research Outputs Related to This Research Project

Month / Year / Place <i>(if applicable)</i>	Details of Other Research Outputs	Submitted to RGC <i>(indicate the year ending of the relevant progress report)</i>	Attached to this Report <i>(Yes or No)</i>	Acknowl- edged the Support of RGC <i>(Yes or No)</i>
August / 2017 / San Francisco, U.S.	A special session on “Consumer Ethics: A Neglected Dimension of Sustainable Business Strategy” is organized at the 2017 Summer American Marketing Association Marketing Educators’ Conference	No	Yes (Annex IV)	No (Funded by HSMC)
To be published by end of 2018	One special issue on consumer ethics will be published in <i>Asia Pacific Journal of Marketing and Logistics</i>	No	Yes (Annex V)	No (No funding required)

10) Research Personnel Trained (As Applicable)

Name	Capacity
NA	NA

11) Other Impact (As Applicable)

(e.g. prizes, collaboration with other research institutions, technology transfer, etc.)

The PI and Co-PIs had successfully organized a special session in American Marketing Association (AMA) Marketing Educators’ Conference, a prestigious international marketing conference. In this conference, five of the speakers in the symposium had presented their research projects on consumer ethics.

The PI and Co-PIs, collaborated with an SSCI journal *Asia Pacific Journal of Marketing and Logistics (APJML)*, had successfully organized a special issue devoted to consumer ethics. One of the Co-PIs is appointed as Guest Editor in the special issue. This special issue extends the advocacy of research on consumer ethics.

Besides, the PI and Co-PIs presented two conference papers American Marketing Association (AMA) Marketing Educators’ Conference, and one conference paper in Global Marketing Conference (GMC), both are prestigious international marketing conferences.

One journal paper, titled “Consumer Ethics: Insights from Business Professionals”, is under review by *Asia Pacific Journal of Marketing and Logistics (APJML)*.

12) Public Access Of Completion Report

(Please specify the information, if any, that cannot be provided for public access and give the reasons.)

Information that Cannot Be Provided for Public Access	Reasons
NA	NA

**RESEARCH GRANTS COUNCIL
COMPETITIVE RESEARCH FUNDING SCHEMES FOR
THE LOCAL SELF-FINANCING DEGREE SECTOR**

INTER-INSTITUTIONAL DEVELOPMENT SCHEME (IIDS)

Completion Report - Attachment

(for completed projects only)

RGC Ref. No.: UGC/IIDS14/B04/16

Principal Investigator: Dr. LO Lawrence Wing-to

Project Title: The Bright Side and Dark Side of Consumer Ethics 消費者道德兩面睇

Statistics on Research Outputs

	Peer-reviewed Journal Publications	Conference Papers	Scholarly Books, Monograph s and Chapters	Patents Awarded	Other Research Outputs (Please specify)
No. of outputs arising directly from this research project [or conference]	1 (Under review)	2	NIL	NIL	2 (A special session in a conference & a special issue in a journal)